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16 June 2022

**Good practices for sustainable media financing**

**Questionnaire on the national legislation and practices**

***Timeline for the questionnaire***

June 2022: submission to the CDMSI

15 September 2022: surveys returned

15 December 2022: analysis of the surveys (in collaboration with the Secretariat)

***Introduction to the topic***

*The sustainability of the news media and the media markets is strictly linked to media pluralism and, in the end, to democracy.*

*Recent years have witnessed a steady decline in the sustainability of traditional business models of the media. There are many causes for this shift. The main one is technological development that has brought about a swift change in consumer and advertiser behaviours.*

*More recently, this trend has been exacerbated by the impact of COVID-19 on the news media business models. The pandemic meant an increased demand and supply of information, and a huge boost to digitalisation of the media environment, but reduced market resources for news media (Media Pluralism Monitor, 2021). The unprecedented events of 2020 challenged the very sustainability of the news media industry, adding to a pre-existing declining trend in the traditional news media’s economy in the digital environment (Media Pluralism Monitor, 2021).*

*Also the democratic recession, the economic crisis with the rising costs of paper and energy, and the proliferation of disinformation, (lately also as a result of the war in Ukraine), put pressure on the media, with considerable consequences for journalism both as a practice and a product.*

*This survey aims to analyse the sustainability of the news media production at the level of the Council of Europe member states. The questions of the survey aim at collecting information on economic resources to finance news media and journalism, by analysing the market trends of legacy, digital and convergent news media and the potential role of the public support. The survey seeks to collect information on alternative business models to the ad-based ones used for financing of the media production. The survey also aims at collecting information on the regulatory measures that are put in place to support news media viability and the impact of public financing and fiscal incentives on the sustainability of the public service media.*

*We invite the CDMSI members to complete the survey with the available information. We kindly ask you to report data and sources of the data. Please, explain with a brief comment (no more than 10 lines) the data/information you provide.*

**Part A**

**The national context**

1. a) Have the revenues of the news media sector (press, online, commercial broadcasting) increased or decreased over the past year?

b) What explains the increase/decrease of the revenues?

1. Has the number of journalists[[1]](#footnote-1), both employed and self-employed, in your country increased or decreased over the past year?
2. What was the average salary[[2]](#footnote-2) of a journalist in your country in the past year?
3. a) What share of the advertising market in your country do online platforms (Alphabet (Google), Amazon, Apple, Meta (Facebook), etc.) currently hold?

b) What is the advertising market share of the news media sector?

1. a) Are there any laws/regulations in your country that establish favourable public support schemes for the news media sector (excluding the public service media)? If so, please provide details such as the available amounts, the criteria for, and the body in charge of the allocation, etc. If not, are there plans to introduce any public support schemes?

b) Are there other direct subsidies available for the news media? If so, please provide details.

c) To what extent does the legislation provide for fair and transparent rules for the distribution of direct subsidies to media outlets?

d) To what extent are the subsidies effective in sustaining professional, editorial media?

**Part B**

**Good practices**

*We will now ask a few questions about good practices for sustainable news media funding. Good practices here are considered practices that support the independence and professionalism of journalism and the objectives of the media regulation and policy. Practices are considered sustainable if they can be maintained long-term and protect the professionalism, independence and ethics of journalism.*

1. What alternative sources of income, aside from audience and advertising revenue or state support, have emerged in recent years in the media sector in your country?
2. a) Could you please indicate the best news media business models in your country at national and local level, if possible, with concrete examples of news outlets that are working in this way?

b) Could you please briefly explain why they are considered good practices (highest revenues, increasing the reach to the audiences, etc.)?

1. a) How is the public service media (PSM) funded in your country? Please indicate the title and the number (if applicable) of the law, the link to the act and shortly describe the procedure.

b) Are PSM sources of revenue recognised as sufficient to ensure its sustainability?

c) Does the law prescribe transparent and fair procedures to ensure adequate funding of PSM? How is adequate funding determined and what legal safeguards are in place to ensure the principles of transparency and accountability, independence and non-discrimination?

d) Please evaluate if the PSM funding is sufficient to support PSM services online.

1. This may include both full-time and part-time employment and journalists working in permanent positions as well as on temporary contracts. [↑](#footnote-ref-1)
2. Please indicate whether the figures represent gross or net income. Also, you are kindly invited to provide a breakdown of salaries by years of experience, gender, type of media, job title, etc., if available. [↑](#footnote-ref-2)